

## 2015 High School Recycling Incentive Program

### Sponsor Information

#### Background:

The High School Recycling Incentive Program is designed to raise awareness, educate, and engage young anglers in the practice of keeping our water resources free of fishing litter. This “litter” can be discarded bait containers, food and drink packaging, used fishing line, and used soft plastic baits. These materials persist in the environment for an indefinite period of time and cause damage to personal property (e.g. boat motors, trolling motors, jet skis, lawn mowers, weed eaters) or aquatic and semi-aquatic animals (e.g. fish, birds, turtles).

The Kentucky Department of Fish and Wildlife Resources (KDFWR) is therefore seeking assistance for the 2015 High School Recycling Incentive Program in the form of financial or fishing related product contributions. The initial funding of this program through sponsorship should begin a perpetual source of funding to expand KDFWR’s environmental educational opportunities and influence across the Commonwealth.

#### Timeframe:

In accordance with KRS 45A.085(2) this sponsorship will be posted on the Agency’s website for a minimum of seven (7) calendar days, beginning on April 8, 2015. This sponsorship opportunity may also be linked to other Commonwealth web sites, the Kentucky Afield radio and television shows as practicable, and awareness will be raised through other media, such as publication in newspapers, press releases, and social media as practicable. Also, each sponsorship opportunity includes specific commitments, as described herein.

#### Initiative:

KDFWR continues to seek out and expand outreach opportunities that promote fishing and fishing related education. With the support of sponsors, we are proud to be able to offer young sportsmen and sportswomen who participate on a Kentucky High School Athletic Association (KHSAA) sanctioned Bass Fishing Team the opportunity to win a prize package for their School team that includes fishing related gear and/or apparel. This promotion will encourage increased participation and awareness at the high school level across the state. Currently, there are 59 bass fishing teams sanctioned by KHSAA with over 500 students participating in this sport. The Incentive Program will culminate on May 16 at the Kentucky High School Athletic Association’s Bass Fishing State Championship at Kentucky Dam Marina. Prize packages will be awarded to a successful team in each category.

More specifically, one (1) successful team in the contest will win a prize package for collecting the most amounts, by weight, of used monofilament fishing line; and one (1) successful team will win a prize package for collecting the most amounts, by weight, of used soft plastic baits. For each contest (monofilament, soft plastic) prize package amount and type will be apportioned based upon acquired sponsorship.

KDFWR is therefore seeking either financial or in-kind services/fishing related product contributions to generate the aforementioned prize packages.

## **Sponsorship Opportunities:**

### **KDFWR IS SEEKING ASSISTANCE FOR THE HIGH SCHOOL RECYCLING INCENTIVE. ASSISTANCE MAY BE PROVIDED AS FOLLOWS:**

Sponsor(s) would provide funding or in-kind services/product for this event.

- **Financial Sponsorship** (in lieu of or in addition to providing product for the event): Strong private partnerships are essential to continue and improve the fish and wildlife conservation successes and the fishing and hunting traditions in Kentucky. By committing to this Sponsorship, sponsors help KDFWR achieve our mission and mandate as the stewards of wildlife in the Commonwealth. In return for this Sponsorship, your business will have significantly increased potential in getting your brand and messages delivered to anglers, boaters, and wildlife conservationists throughout the entire state of Kentucky and non-residents who participate in these activities in Kentucky.

### **KDFWR IS SEEKING SPONSORSHIP OF THE HIGH SCHOOL RECYCLING INCENTIVE FOR 2015. SPONSORSHIP MAY BE PROVIDED AT THREE DIFFERENT LEVELS (GOLD, SILVER, BRONZE).**

#### **1. "Gold" Sponsor Level of the High School Recycling Incentive**

**Product Option: Min \$1000 Max none**

**Cash Option: Min \$1000 Max \$2500**

**The "Gold" Sponsor will provide or fund for purchase:**

Fishing related merchandise appropriate for high school age bass fishermen. Rods, reels, baits, fishing line, shirts, hats, sunglasses, etc. are acceptable forms of sponsor provided product.

#### **The "Gold" Sponsor(s) of the High School Recycling Incentive shall receive the following benefits:**

- Your business named/identified as a "Gold" sponsor in any media (television, radio, social media) advertisement promoting the event.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.
- A sign/banner with your logo will be displayed at the event. These specific signs/banners will be provided by the "Gold" sponsor.
- Ability to coupon participants and fans of KDFWR Facebook and Twitter pages during Incentive time period. All costs associated with construction of, delivery of and redemption processes are the responsibility of the **Sponsor(s)**.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

#### **2. "Silver" Sponsor Level of the High School Recycling Incentive**

**Product Option: Min \$500 Max \$999**

**Cash Option: Min \$500 Max \$999**

**The "Silver" Sponsor will provide or fund for purchase:**

Fishing related merchandise appropriate for high school age bass fishermen. Rods, reels, baits, fishing line, shirts, hats, sunglasses, etc. are acceptable forms of sponsor provided product.

**The “Silver” Sponsor(s) of the High School Recycling Incentive shall receive the following benefits:**

- Your business named/identified as a “Silver” sponsor in any media (television, radio, social media) advertisement promoting the event.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

**3. “Bronze” Sponsor Level of the High School Recycling Incentive**

**Product Option: Min \$100 Max \$499**

**Cash Option: Min \$100 Max \$499**

**The “Bronze” Sponsor will provide or fund for purchase:**

Fishing related merchandise appropriate for high school age bass fishermen. Rods, reels, baits, fishing line, shirts, hats, sunglasses, etc. are acceptable forms of sponsor provided product.

**The “Bronze” Sponsor(s) of the High School Recycling Incentive shall receive the following benefits:**

- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

**EVALUATION**

KDFWR will review all responses. Potential sponsors must include their investment amount and a point of contact for further correspondence. The Department reserves the right to reject potential sponsors whose branding, image and/or mission are in conflict with the Department’s goals, mission, and values or are not appropriate for the nature of this sponsorship.

**Note:** KDFWR reserves the right to reject potential sponsors whose branding, image and/or mission are in conflict with the Department’s goals, mission, and values or are not appropriate for the nature of this sponsorship. Selected sponsor(s) are expected to provide support and meet their obligations through the duration of the event. All sponsors electing to provide either financial and/or “in-kind” services/products must submit via email, defining the level of sponsorship and/or services/products to the attention of:

**Brian V. Blank**

**Director, Public Affairs**

**Kentucky Department of Fish and Wildlife Resources**

**1 Sportsman’s Lane**

**Frankfort, KY 40601**

**[Brian.Blank@ky.gov](mailto:Brian.Blank@ky.gov)**